

METHOD FOR MAINTAINING  
PEOPLE AND ORGANIZATION INFORMATION

ABSTRACT OF THE DISCLOSURE

5 A database is formed and maintained by computer-automated means extracting  
information from a global computer network. The database contains information about  
people and organizations. The present invention method provides continual updates to  
the information stored in the database by the people named in the database and by the  
automated means. Integrity of the automatically extracted information is maintained.  
A link from the invention database to a third party data system provides updates in the  
10 information in the database to be communicated to the third party data system for  
updating and maintaining data of the third party data system. The database may serve  
as an email communication clearinghouse where senders do not need to know the email  
address of a person named in the database but rather leaves messages through that  
person's record in the database. Targeted advertising to a named person is provided  
15 during his accessing the database. The targeted advertising is based on information  
about the named person as stored in the database. The database may be queried by any  
combination of person name, job title, organization name and field of business of the  
organization. The invention method provides clipping service which monitors changes  
in the information stored in the database and notifies interested parties of detected  
20 changes.

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